

**INDIANA ARTS COMMISSION
COMMITTEE ON THE FUTURE**

November 17, 2015

Arts Commission Office, 100 N. Senate Avenue, Room N505
Indianapolis, Indiana 46204

Sherry Stark, Chair

Minutes

Members present: Kathy Anderson

Members via teleconference: Gil Cárdenas, Jeanne Mirro (at-large), Sherry Stark, Nancy Stewart, Dick Stifel (at-large)

Members absent: Susan Hardwick, Jeffrey Kirk, Trevor Yager, Vicki Pool (at-large), Scott Wylie (at-large)

Arts Commission staff present: Miah Michaelson, Ann Fields-Monical, Stephanie Pfendler, Lewis Ricci, Adrian Starnes, Rex Van Zant

1. Welcome and Introductions. Commissioner Sherry Stark called the meeting to order at 10:01 a.m. Roll call followed.

2. Review and Approval of March Minutes. Executive Director for the Arts Commission, Lewis Ricci, reminded everyone we do not have a quorum today, therefore any action items on the agenda cannot be acted upon. The Committee will reconvene prior to the December Commission meeting to approve and vote on these items.

3. Financials.

- A. Arts Commission Deputy Director, Miah Michaelson, presented the FY16 year to date Financial Statement (attached) noting all actuals are on target with the projected budget. Aberrant line items were further explained. The shared departmental expenses are showing up significantly higher, which is due to expenses landing at times different than predicted. Also, unemployment compensation, which is budgeted for but not drawn from, has been erroneously charged to the personnel line by centralized accounting. This will hopefully be corrected by the next statement. Mr. Ricci reiterated 1% of our 3% reserve has been returned to the Commission for Bicentennial projects and explains the substantial carry forward amount.
- B. Mr. Ricci presented the Bicentennial Programs, Capacity Building and PACE Project Budget (attached) which suggests how to apportion what was originally budgeted for the now vetted programs. Because the Arts in the Parks program had less of a response than budgeted for, with 47 Individual Artists and 29 Organizations to be funded, the budget recommends parceling out the remaining balance to cover ASCAP (American Society of Composers, Authors, & Publishers) licensure, boost program marketing and provide training for artists and DNR's interpretive staff. It is further proposed to cascade the remaining funds into the Indiana Masterpiece program, since it received such an overwhelming response. Mr. Ricci also advocated for taking a portion of the reserve funds released to the Commission and applying that to the PACE programs. Further discussion included details regarding the GAA

contingency, capacity building projects and funding timelines according to fiscal year. There were no objections to the recommended changes.

4. Strategic Plan Process Update.

- A. Miah Michaelson reported on the current status of artist and general patron surveys. With approximately a thousand responses per survey, Ms. Michaelson believes we are "getting the level of engagement we thought we might see and (this) is certainly consistent with what we saw (during) the last strategic planning process". Mr. Ricci added that the initial artist list consisted of approximately 4000 recipients, so at present we have elicited a 25% response, which for any survey is a good percentage. Because these surveys will close next week and in an effort to encourage further participation, numbers were pulled from current survey statistics and regional partners were contacted with their respondent percentages, the hope being to garner an "equitable representation of the entire State." Variables for patron surveys, since they have been distributed by the partners, are less quantifiable. A final survey, developed in collaboration with Jamie Levine Daniel from IUPUI SPEA, will be distributed to economic and community development agencies who utilize the arts to build communities. The survey will be ready for distribution, hopefully, next week.
- B. Sherry Stark reports that the steering committee meeting dates are being scheduled for February, June and October of 2016 once consensus is established among members. Specifics will be finalized in the coming week.
- C. Mr. Ricci concludes that once information is compiled from these various surveys, we will work with Sarah Petersen to synthesize this data into a presentation that is easily digestible. Benchmarking off of other arts commission plans we will assess other information we need to include to create something steering committee members can respond to.

5. Cultural Trust.

- A. Arts Commission Director of Marketing and Communications Rex Van Zant presented a handout (attached) showing the latest activity in the Cultural Trust fund noting total assets of \$2,873,862.61 and revenues of \$66,097.42. Particular attention was given to the increased interest earnings in all certificates of deposit. License plate sales have totaled 2,444 since July of 2015. Commissioner Kathy Anderson inquired into when we see the biggest sales to which Mr. Van Zant replied that typically those are seen July through September. Commissioner Nancy Stewart added that she would like to see the rack cards distributed to commissioners at the December meeting to encourage their disbursement in organizations they are involved with.
- B. Mr. Van Zant further reported on marketing issues and strategies. Since the new plate design entered the market in July, a total of 108 have been sold. Rack cards continue to be distributed and have been sent to requesting AOS III grantees, some of them requesting upwards of 1,000. Since license branches must request the cards from us, we have sent out letters to inform them of their availability.

6. Communications Update. Ann Fields Monical, Arts Commission Communications and Community Engagement Manager, presented the Communications Report (attached) highlighting social media strategies and reporting on website, Facebook and Twitter traffic. Website visits have decreased from last month. Ann attributed this to the spike in traffic due to the launch of bicentennial programs in the previous reporting period, which distorts the current number of visits. If compared with the number of visits from the same period last year, traffic has increased. Ann is working on implementing the hashtag, #artsIN, which will be promoted in the hopes of encouraging our grantees to share the projects they are working on via Facebook and Twitter. At-large member Jeanne Mirro questioned whether or not the arts commission

currently utilizes Instagram. Ann responded that she is in conversation with arts councils to determine if it is worth having an account, considering we do not necessarily take photos.

7. Governor's Arts Awards Update.

- A. Mr. Ricci announced that textile artist and contemporary quilter Daren Redman from Nashville, Indiana has been chosen to design and create the Governor's Arts Awards. The design will integrate a contemporary quilt piece into very thin pieces of the constitution elm. Having been chosen to create the Mayor's Arts Award for the City of Bloomington, Indiana, Mr. Ricci further lauded her exacting work.
- B. Although the committee had hoped to give out fewer awards to allow more time to celebrate the bicentennial and 50th anniversary, the governor's office has decided to extend the invitation to all nominees, who are as follows: Wes Montgomery, The American Pianists Association Jazz Fellowship Awards, David Hochoy and Dance Kaleidoscope, Robert and Ellen Haan, Jim Davis and PAWS, Inc., Kenneth "Babyface" Edmunds and David Letterman. All have accepted but The Haan's, Kenneth Edmunds and David Letterman. Mr. Ricci thanked Kathy Anderson, Al Rent and Trevor Yager who served on that committee.
- C. Nancy Stewart reported on the IAC's 50th anniversary committee, which will focus on planning the social activities that surround the awards and strategizing on ways to fill the 500 seat Schrott Center for the Arts Auditorium with emeritus trustees, former winners, and political dignitaries. Since, previously, the Arts Commission has hosted the awards in conjunction with another community who has done a great deal of the fundraising; the committee will also be strategizing ways to fund the awards. The group will meet the first week of December. Lewis Ricci thanked those who have agreed to be a part of it.
- D. Lewis Ricci reported that Think Ahead Studios will be in charge of video production for the awards. The company, which is a part of Commissioner Trevor Yager's company Trendy Minds will be donating this service to the Commission.

8. Old Business/New Business. Because 22% of our grant recipients have moved up in budget category, we must prepare to address this new lay of the land for the following budget. We will be asking for commissioner representation on a study group that will include partners, as well as, people in the field to assess these new realities. Returning to Bicentennial events, Jeanne Mirro asks if the arts commission has a representative on the Bicentennial Commission. Mr. Ricci responded, The First Lady is the honorary chair and Ellen Rosenthal from Conner Prairie has been the arts and humanities contact. Ms. Rosenthal helped us position the Arts in the Parks and Indiana Masterpiece programs inclusion under the Bicentennial umbrella. In closing, Mr. Ricci reminds everyone that the day of the December Commission meeting is also Indiana Statehood Day. The Bicentennial Commission will also be meeting the same morning at the Indiana State Library. Once our Commission accepts and awards the bicentennial program grants, he expressed we would like to have a contingent from our Commission present these to the Bicentennial Commission.

9. Adjourn. Sherry Stark adjourned at the meeting at 11:04 A.M.